

**ADVANCED MANAGEMENT PROGRAM**

**ADVANCED MANAGEMENT PROGRAM GBL**

**859\*.** **Business Legal Environment (AMP)**  
 Spring. 2(2-0)  
 R: Masters Business Business Administration 23 60 Advanced Management Program Students Only  
 Critical examination of the environment in which business operates. Analysis of the component elements of the legal environment of business and the structural framework which law functions.  
 QA: GBL 890

**ADVANCED MANAGEMENT PROGRAM MGT**

**808\*.** **Business as an Institution (AMP)**  
 Fall. 1(1-0)  
 R: Masters Business Business Administration 23 60 Students in the Advanced Management Program only  
 Business viewed as an institution. Institutional control of the business enterprise, institutional goals, requisite positioning of the firm in the marketplace, and the ethical foundations of business

**815A\*.** **Organization Design and the Management of Change (AMP)**  
 Fall. 2(2-0)  
 P: MGT 808 (AMP) R: Masters Business Business Administration 23 60 Students in the Advanced Management Program only  
 Alternative methods of organization; dividing tasks and coordinating divided parts. Contemporary strategies for implementing new organizational forms and for changing strategies in general.  
 QA: MGT 806

**823\*.** **Operations Management (AMP)**  
 Spring. 3(3-0) Interdepartmental with the Department(s) of Marketing and Transportation Administration.  
 R: Masters Business Business Administration 23 60 Students in the Advanced Management Program only  
 Strategic issues in manufacturing/operations, purchasing, and distribution, impact of business systems, productivity and profits, emphasis on competitive strategies in an international economy.  
 QA: MGT 800

**834A\*.** **Management in the Global Marketplace (AMP)**  
 Summer. 3(1-4)  
 R: MBA Business Business Administration 23 60 Students in the Advanced Management Program only  
 Global and globalizing industries. Economic, social, political, and cultural factors associated with patterns of trade and direct investment. Focus on various specific economic regions of the world.

**845\*.** **Organizational Behavior and Personnel Administration (AMP)**  
 Fall. 3(3-0)  
 R: Masters Business Business Administration 23 60 Students in the Advanced Management Program only  
 Management of organizational resources: leadership, motivation, communications, employee perception, individual and organizational learning. Mgmt of human resources: staffing, interviewing, training, development, appraisal, terminating, and legal issues  
 QA: MGT 811

**847\*.** **Decision Support Models (AMP)**  
 Fall. 3(3-0)  
 R: Masters Business Business Administration 23 60 Advanced Management Program students only  
 Development and application of analytical models to support decision making. Topics include: multiple regression; linear optimization; decisions under uncertainty; forecasting.  
 QA: MGT 833

**850\*.** **Contemporary Management Issues II (AMP)**  
 Spring. 2(2-0)  
 P: MGT 830 (AMP) R: Masters of Business Administration Business Business Administration 23 60 Students in the Advanced Management Program only  
 Series of intensive management retreats during the AMP first year. Emerging issues of consequences to business addressed in lectures, presentations from field experts, and in development of solutions.

**855\*.** **Labor and Management Relations (AMP)**  
 Spring. 2(2-0) Interdepartmental with the Department(s) of Labor and Industrial Relations.  
 R: Masters Business Business Administration 23 60 Advanced Management Program students only  
 Industrial relations in American union and management collective bargaining; compensation issues; grievance concepts and arbitration; resolving disputes, typical industrial relations problem areas.

**858\*.** **Applied Strategic Management (AMP)**  
 Spring. 2(2-0)  
 R: Masters Business Business Administration 23 60 Advanced Management Program students only  
 Integration and application of previous course work to strategic management problems, from the general manager's perspective. Topics include environmental analysis, competitive strategies, and strategy formulation and implementation.  
 QA: MGT 807

**830\*.** **Contemporary Management Issues I (AMP)**  
 Summer. 2(2-0)  
 R: Masters Business Business Administration 23 60 Students in the Advanced Management Program only  
 Series of intensive management retreats during AMP first year. Emerging issues of consequence to business addressed in lectures and presentations from field experts and in development of solutions.

**ADVERTISING ADV**

**205.** **Principles of Advertising**  
 Fall, Spring, Summer. 3(3-0)  
 R: Not open to freshmen.  
 Principles and practices of advertising in relation to economies, societies, and mass communication.  
 QA: ADV 205

**227.** **Principles of Public Relations**  
 Fall, Spring, Summer. 4(3-2)  
 P: Completion of freshmen writing course.  
 R: Not open to freshmen.  
 Public relations practice in business, education, and government. Emphasis on principles and writing for public relations.  
 QA: ADV 327

**317.** **Creative Strategy and Execution**  
 Fall, Spring, Summer. 4(3-2)  
 P: ADV 205; JRN 205 or JRN 250; MTA or concurrently. R: Open only to Advertising majors. Creativity in advertising. Operation of agency creative departments and their relationship with other departments.  
 QP: ADV 205 JRN 201MTA 300 QA: ADV 317

**321.** **Advertising Graphics and Production**  
 Fall, Spring. 4(3-2)  
 P: ADV 317. R: Open only to Advertising majors.  
 Production of materials for magazine, direct mail, and newspapers using computer assisted production techniques.  
 QP: ADV 317 QA: ADV 321 ADV 421

**346.** **Advertising Media Planning and Strategy**  
 Fall, Spring, Summer. 4(3-2)  
 P: MTH 110 or MTH 116, ADV 205, CPS 130 or CPS 131. R: Open only to Advertising majors. Planning, execution and control of advertising media programs. Fundamental characteristics of the media. Buying and selling process. Techniques and methods used in advertising media planning process.  
 QP: ADV 205 CPS 115MTH 110 QA: ADV 346

**417.** **Advanced Creative Strategy and Execution for Broadcast Media**  
 Fall, Spring. 4(3-2)  
 P: ADV 317. R: Open only to Advertising majors.  
 Advanced writing and production of advertising messages for radio and TV with emphasis on creative techniques, writing style, and production quality. Role of radio and TV advertising in advertising campaigns.  
 QP: ADV 317 QA: ADV 417 ADV 441

**449.** **Direct Response Advertising and Promotion Management**  
 Spring. 4(3-2)  
 P: ADV 346 or concurrently. R: Open only to Advertising majors.  
 Planning, management and evaluation of direct response advertising promotion strategies and their relationship to the overall advertising process.  
 QP: ADV 317 ADV 460 QA: ADV 445 ADV 449 ADV 423

**465.** **Advertising and Social Responsibility**  
 Fall, Spring, Summer. 4(4-0)  
 P: ADV 317, ADV 346. R: Open only to Advertising majors.  
 Impact of advertising on society, the culture and the economy. Ethical systems as bases for evaluating advertising. Self-regulation, laws and government regulation of advertising. Stereotyping in advertising.  
 QA: ADV 465

**470.** **International Advertising**  
 Spring. 4(4-0)  
 P: ADV 346. R: Open only to Advertising majors.  
 Comparative analysis of cultures, economic systems, laws and legal systems, political conditions, societies and new technologies as a basis for decisions on international advertising.  
 QP: ADV 460 QA: ADV 470

**473.** **Consumer Research and Advertising Planning**  
 Fall, Spring, Summer. 4(4-0)  
 P: ADV 346. R: Open only to Advertising majors.  
 Acquisition, analysis, and interpretation of consumer research information. Application of such information to the practice of advertising.  
 QP: ADV 346 MTA 300 QA: ADV 323 ADV 475

**ADVERTISING**

**486. Advertising Management**  
 Fall, Spring, Summer. 4(3-2)  
 P: ADV 473. R: Open only to Advertising seniors and graduate students.  
 Decision theory and techniques to plan, prepare, direct, control and evaluate advertising and public relations campaigns. Application of advertising theory and techniques.  
 QP: ADV 475 QA: ADV 460 ADV 486

**490. Independent Study**  
 Fall, Spring, Summer. 1 to 6 credits.  
 May reenroll for a maximum of 6 credits.  
 R: Open only to Advertising majors. Approval of department; application required.  
 Supervised individual study in an area of advertising or public relations.  
 QA: ADV 499

**493. Advertising/Public Relations Internship**  
 Fall, Spring, Summer. 1 to 4 credits.  
 R: Open only to Advertising majors. Approval of department; application required.  
 Supervised experience in a professional environment.  
 QA: ADV 399

**823\*. Consumer Behavior**  
 Fall, Spring. 4(4-0)  
 R: graduate students  
 Examination of concepts and theories from behavioral sciences and their usefulness in developing advertising and public relations programs. Emphasis on how consumer behavior is influenced by interpersonal and mass communication.  
 QA: ADV 823

**826\*. Advertising and Promotion Management**  
 Fall, Spring. 4(4-0)  
 P: MTA 805 or concurrent R: not open to undergraduate students  
 Planning and formulating promotional strategy; establishing policies for decision-making and execution of advertising and promotion programs. Emphasis on case analysis.  
 QP: MTA 805 QA: ADV 826

**846\*. Management of Media Programs**  
 Fall. 3(3-0)  
 R: not open to undergraduate students  
 Planning, execution and control of media programs. Theory and techniques of media allocation including marginal analysis, mathematical programming, simulation and game theory in formulation of media strategies.  
 QA: ADV 846

**850\*. Public Relations Planning**  
 Fall. 3(3-0)  
 R: not open to undergraduate students  
 Planning, execution, and evaluation of public relations programs. Theories, techniques, and applications to common public relations problems.  
 QA: ADV 850

**865\*. Advertising and Society**  
 Spring. 3(3-0)  
 R: not open to undergraduate students  
 Evaluation of the impact of advertising on individuals, society, and economy. Review of public policy issues relevant to advertising and its regulation by government and industry.  
 QA: ADV 865

**870\*. International Advertising**  
 Fall. 3(3-0)  
 P: ADV 826 R: not open to undergraduate students  
 International Dimensions of advertising and other marketing communications. Analysis of international programs from point of view of advertisers, advertising institutions and society.  
 QP: ADV 826 QA: ADV 870

**875\*. Advertising and Public Relations Research**  
 Fall. 4(3-2)  
 R: not open to undergraduates  
 Research design and data collection techniques for advertising and public relations problems. Data analysis techniques and information systems management.  
 QA: TC 831 ADV 832

**890\*. Special Problems**  
 Fall, Spring, Summer. 1 to 6 credits in increments of 6 credits. May reenroll for a maximum of 6 credits.  
 R: not open to undergraduate students  
 advertising (91-05), public relations (91-07)  
 Directed study under supervision of Advertising faculty.  
 QA: ADV 890

**899\*. Master's Thesis Research**  
 Fall, Spring, Summer. 1 to 8 credits.  
 May reenroll for a maximum of 8 credits.  
 R: advertising (91-05) and public relations (91-07)  
 Faculty supervised thesis research.  
 QA: ADV 899

**921\*. Media Theory**  
 Fall. 3(3-0) Interdepartmental with the Department(s) of Journalism, Telecommunication.  
 R: class 7 (doctoral students) mass media (98) and communication (94) doctoral students  
 Theoretical perspectives on process and effects of mediated communication, including audience, socialization, persuasion, macro-societal, and intercultural perspectives. Theory construction.

**975\*. Quantitative Research Design**  
 Fall. 3(3-0) Interdepartmental with the Department(s) of Journalism, Telecommunication.  
 R: class 7 curriculum 98 (mass media ph.d. students)  
 Survey, experimental and content analytic techniques applied to the study of media. Academic and applied research methods. Appropriate statistical techniques.

**AEROSPACE STUDIES AS**

**111. Organization of the U.S. Air Force**  
 Fall. 1(1-2)  
 The doctrine and mission of the U.S. Air Force. History, organization, and structure. Leadership laboratory.  
 QA: AS110 AS111

**112. U.S. Strategic Offensive and Defensive Forces**  
 Spring. 1(1-2)  
 Missions and functions of specific Air Force commands and role of commands in U.S. defense policy. Employment of contemporary military equipment and systems. Leadership laboratory.  
 QA: AS111 AS112

**211. The Development of Air Power-Ascension to Prominence**  
 Fall. 1(1-2)  
 Factors contributing to change in the nature of military conflict. History of air power from its earliest beginnings through World War II. Evolution of air power concepts and doctrine. Leadership laboratory.  
 QP: NONE QA: AS210 AS211

**212. The Development of Air Power-Key to Deterrence**  
 Spring. 1(1-2)  
 History of air power from the end of World War II to the present. Role of technology in the growth of air power. History of air power employment in military and non-military operations. Leadership laboratory.  
 QP: NONE QA: AS 211 AS 212

**321. U.S. Air Force Communication and Ethics**  
 Fall. 3(3-2)  
 Communication, management, and ethical skills for Air Force officers. Emphasizes standards and professionalism in the modern officer corps. Leadership laboratory.  
 QP: NONE QA: AS320 AS321

**322. Management and Leadership**  
 Spring. 3(3-2)  
 P: AS 321.  
 Leadership theory, traditional Air Force management functions, and current practices. Emphasizes the application of leadership concepts by junior officers. Leadership laboratory.  
 QP: NONE QA: AS321 AS322

**421. American Defense Policy and the Management of Conflict**  
 Fall. 3(3-2)  
 P: AS 322.  
 Formation and implementation of defense policy and strategy. Bureaucratic interplay and impact of nuclear technology. Investigation of current defense issues. Leadership laboratory.  
 QP: AS320 AS321AS322 QA: AS420 AS421

**422. The Military and Society**  
 Spring. 3(3-2)  
 P: AS 421.  
 Role of the professional officer in a democratic society. Global security issues. Military justice and the laws of war. Leadership laboratory.  
 QP: AS320 AS321AS322AS421 QA: AS421 AS422

**490. Independent Study**  
 Fall, Spring, Summer. 1 to 3 credits.  
 May reenroll for a maximum of 3 credits.  
 R: Open only to juniors and seniors.  
 Approval of department.  
 Investigation of a particular aspect of aerospace studies.  
 QP: NONE QA: AS499

**AFRICAN LANGUAGES AFR**

**101A\*. Elementary Swahili I**  
 Fall. 4(4-1)  
 Speaking, reading, and writing Swahili, with emphasis on developing oral proficiency.  
 QA: AFR 101 AFR 102

**101B\*. Elementary African Language I**  
 Fall. 4(4-1)  
 African language at the elementary level. Speaking, reading, and writing, with emphasis on developing oral proficiency skills. Specific language varies.  
 QA: AFR 101 AFR 102

**102A\*. Elementary Swahili II**  
 Spring. 4(4-1)  
 P: AFR 101A or R: approval of department.  
 Further work on speaking, reading, and writing Swahili, with continued emphasis on developing oral proficiency skills.  
 QP: AFR 101 QA: AFR 102 AFR 103